



Essentials of Services Marketing: Concepts, Strategies and Cases

By K. Douglas Hoffman, John E.G. Bateson

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Editorial Review

About the Author

K. Douglas Hoffman earned his master's and doctorate degrees from the University of Kentucky and his bachelor's degree from The Ohio State University. He has been formally recognized for teaching excellence and has served as past education coordinator for the Services Marketing Special Interest Group of the American Marketing Association. Dr. Hoffman currently is a professor of marketing and has taught such courses as Principles of Marketing, Services Marketing, E-Marketing, Retail Management, and Marketing Management. His primary teaching and research passion is services marketing. He launched the first services marketing classes at Mississippi State University, the University of North Carolina at Wilmington, and Colorado State University. Prior to his academic career, Dr. Hoffman was actively involved in his family-owned golf course business, served as a distribution analyst for Volkswagen of America, and worked as a research analyst for the Parker Hannifin Corp. His current research and consulting activities are primarily in the areas of customer service/satisfaction and services marketing education. Dr. Hoffman has coauthored two other South-Western/Thomson Learning texts: *Essentials of Services Marketing* and *Managing Services Marketing*, both with John E. G. Bateson.

Now a private consultant in the services sector, John E.G. Bateson previously served as Group Chief Executive Officer of SHL Group and was a Senior Vice-President and Practice Leader with Gemini Consulting in the Gemini Group. He has also taught as Associate Professor of Marketing at the London Business School in England, and was a visiting associate professor at the Stanford Business School. Prior to teaching, he was a brand manager with Lever Brothers and a marketing manager with Philips. Dr. Bateson holds an undergraduate degree from Imperial College, London, a master's degree from London Business School, and a Ph. D. in marketing from the Harvard Business School. He has published extensively in the services marketing literature, including in the *Journal of Marketing Research*, the *Journal of Retailing*, *Marketing Science*, and the *Journal of Consumer Research*. He is also the author of *Managing Services Marketing: Text and Readings* (Dryden) and *Marketing Public Transit: A Strategic Approach* (Praeger). Dr. Bateson was actively involved with the formation of the services division of the American Marketing Association, where he served on the Services Council for four years and has chaired sessions of the AMA Services Marketing Conference. He also served on the steering committee of the Marketing Science Institute.

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